

## Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 SAJ-01 FEAE-00 INT-05

/029 W

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P R 241548Z MAR 75

FM AMEMBASSY MOSCOW

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 8499

AMEMBASSY VIENNA

AMEMBASSY WARSAW

USIA WASHDC

UNCLAS MOSCOW 3984

USDOC FOR BEWT/DOWNEY DIBA/ZENS BIC/WALMSLEY FROM BLOW

VIENNA FOR EWTC/MARTIN

WARSAW FOR USTDIO/HERTZBERG

USIA FOR IBS, PS

E.O. 11652: NA

TAGS: BEXP, UR

SUBJ: OIL AND GAS '75 FINAL REPORT

1. FINAL REPORT FOR OIL AND GAS 75 - JEEP AS OF COB  
MARCH 21, 1975 FORMAT FOLLOWS:

1. OIL AND GAS 75 JEEP
2. U.S. COMMERICAL OFFICE, MOSCOW, USSR MARCH 18-20, 1975
3. AGENTS APPOINTED -0-, UNDER NEGOTIATION -0-
4. FLOOR SALES : 35,000 US DOLLARS  
12 MONTH PROJECTION: 5,3000,000 US DOLLARS

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5. NUMBER OF REGISTERED VISITORS: -0-

FOLLOWING IS BREAKDOWN OAT ATTENDANCE DURING LECTURES:

18 MARCH A.M. (CORE LABS)	36
18 MARCH P.M. (C.E.-NATCO)	51
19 MARCH A.M. (OTIS)	42
19 MARCH P.M. (STEWART-STEVENSON)	89
20 MARCH A.M. (DRESSER)	52
20 MARCH P.M. (GEOLOGRAPH-PACKARD)	48
TOTAL	318

ABOVE FIGURES REPRESENT SEMINAR VISITORS ONLY. SOVIET BUYING OFFICIALS HELD MEETINGS IN USCOMOFF WITH EXHIBITORS DURING LECTURE PERIOD. NO ATTEMPT WAS MADE TO KEEP A DOOR COUNT. APPROXIMATELY 90 SOVIET GUESTS, INCLUDING TWO DEPUTY MINISTERS, ATTENDED A RECEPTION AT THE USCOMOFF ON MARCH 17 IN HONOR OF THE PARTICIPATING COMPANIES.

6. NOTEWORTHY RESULTS: PACKARD INSTRUMENTS, ONLY EXHIBITOR WITH SALEABLE DISPLAY ITEMS, WILL SELL BOTH THE PNA ANALYZER AND GAS CHROMATOGRAPH AS A DIRECT RESULT OF THIS EXHIBIT/ SEMINAR. TOTAL VALUE 35,000 US DOLLARS. OTIS ENGINEERING PROJECTED 1.5 MILLION US DOLLARS AND STATED QUOTE WE ARE OF THE OPINION THAT THIS CONTACT WILL BE OF TREMENDOUS BENEFIT TO OUR COMPANY IN FUTURE SALES UNQUOTE (CLEARED FOR PUBLICATION). TRAVIS W. BROWN, PRESIDENT OF THE GEOLOGRAPH COMPANY STATED QUOTE THIS WAS THE BEST EXPOSURE WE HAVE HAD TO POSSIBLE SALES IN THE USSR. THE STAFF HERE IS NOT ONLY DEDICATED TO THE OBJECTIVES OF THIS COMMERCIAL CENTER, BUT IS ALSO A VERY PROFESSIONAL GROUP. IF YOU CAN'T SELL U.S. PRODUCTS THROUGH EXHIBITS HERE, YOU CAN'T SELL IT AT ALL. UNQUOTE (CLEARED FOR PUBLICATION). CORE LABORATORIES, INC. PROJECTED 3000,000 US DOLLARS IN NEXT TWELVE MONTHS STATED QUOTE WELL-ORGANIZED EXHIBIT AND SEMINAR ... MADE GOOD CONTACTS ... GOOD PROMOTION BY COMMERCIAL OFFICE UNQUOTE (CLEARED FOR PUBLICATION).

7. OBSERVATIONS: ATTENDANCE FOR OIL AND GAS 75 WAS SLIGHTLY LESS THAN FOR CHROMATOGRAPH 74 AND REPROGRAPHIKA 74, THE TWO FALL JEEPS. THIS DUE IN PART TO MUCH NARROWER PRODUCT THEME. KEY OFFICIALS AND TECHNICIANS WERE IN ATTENDANCE FROM MINISTRIES, INSTITUTES AND ORGANIZATIONS IN OIL AND GAS SECTOR. CONSISTENT COMMENT FROM ALL EXHIBITORS UNCLASSIFIED

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WAS THE HIGH QUALITY OF VISITORS TO THIS EVENT. USCOMOFF IN PRE-SHOW PROMOTION CAMPAIGN WITH PERSONAL CALLS AND LIMITED DIRECT MAIL DISTRIBUTED 500 TICKETS. STATE COMMITTEE OF SCIENCE AND TECHNOLOGY WAS CO-SPONSOR FOR EVENT AND SUPPORTED PRE-SHOW CAMPAIGN.

8. TOTAL NUMBER OF EXHIBITORS: 7 PA'S FOR 7 COMPANIES.  
A. NEW-TO-EXPORT: -01

B. NEW-TO-MARKET: 7  
C. OLD-TO-MARKET: -0-  
D. FULLY ACHIEVING MARKET OBJECTIVE: 7  
E. PARTIALLY ACHIEVING MARKET OBJECTIVE: -0-  
F. FAILING TO ACHIEVE MARKET OBJECTIVE: -01  
G. NUMBER OF EXHIBITORS WITH REPRESENTATIVES ATTENDING  
FROM U.S.: 11 AMERICANS FROM 5 COMPANIES.

9. EXHIBITORS EXTREMELY PLEASED WITH ALL FACETS OF THIS SEMINAR/EXHIBITION. PACKARD INSTRUMENTS IS MAKING PLANS TO HOLD BSP IN COMMERICAL OFFICE DURING JUNE. BOTH DRESSER AND OTIS ENGINEERING LEFT GRAPHIC MATERIALS TO BE USED AS WINDOW DISPLAY ITEMS. MAJOR PROBLEM CONTINUES TO BE RECEIPT OF SEMINAR PAPERS FOR TRANSLATION INTO RUSSIAN BY SIMULTANEOUS TRANSLATORS. PACKARD PAPER ARRIVED MARCH 18. STEWART STEVENSON PAPER ARRIVED VIA POUCH MARCH 23. BEWT/TPD MUST INSURE THAT ALL PAPERS, INCLUDING THOSE TO BE PRESENTED BY EUROPEAN SUBSIDIARY FIRMS, REACH USCOMOFF AT LEAST TEN DAYS PRIOR TO EVENT OPENING. SEMINAR PAPERS FOR PULP AND PAPER EXHIBIT/SEMINAR SHOULD BE IN MOSCOW BY JUNE 13, 1975.

10. COMMENTS: STAGING OF EXHIBITS/ SEMINARS IN USCOMOFF NOW FALLING INTO DEFINITE PATTERN. WE STILL NEED TO IMPROVE LEAD TIME IF COMMERICAL OFFICE TO HANDLE PRE-SHOW PROMOTION CAMPAIGN WITHOUT SERVICES OF USSR CHAMBER OF COMMERCE AND INDUSTRY. PRINTING REQUIRES MINIMUM EIGHT WEEKS LEAD TIME TO BE EFFECTIVE. FREIGHT MUST BE PHYSICALLY IN MOSCOW TEN DAYS PRIOR TO OPENING TO ALLOW CUSTOMS CLEARING AND HANDLING. PACKARD ITEMS ARRIVED SATURDAY BEFORE EXHIBIT AND WERE NOT DISPLAYED UNTIL SECOND DAY OF EXHIBIT. ONE PIECE OF OTIS (GRAPHIC) STILL HAS NOT ARRIVED. MANY EXHIBITORS THOUGHT EXHIBIT OPENED ON MARCH  
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AND WERE NOT PRESENT FOR MONDAY BRIEFING OR V.I.P. RECEPTION. SOME EXHIBITORS LEFT THURSDAY NIGHT AND FRIDAY MORNING AND WERE NOT PRESENT FOR LAST DAY PACKING OR NEGOTIATIONS. WHILE SEMINAR PROGRAM PER SE RUNS THREE DAYS, THIS IS A FIVE-DAY EVENT AND EXHIBITORS SHOULD BE NOTIFIED ACCORDINGLY. AS MENTIONED, SEMINAR PAPERS, IN ENGLISH, MUST BE IN USCOMOFF TEN DAYS PRIOR TO EVENT. HOSPITALITY AUTHORIZATION TELEGRAM MUST BE SENT FROM BEWT/TPD AT LEAST WEEK BEFORE EVENT SINCE CATERER MUST BE PAID IN ADVANCE.

1. IN SUM, OIL AND GAS 75 WAS A VERY SUCCESSFUL EVENT. EXHIBITORS WERE PLEASED WITH THE EXPOSURE GAINED AND SHOULD BE ABLE TO CAPITALIZE ON CONTACTS MADE FOR SUBSTANTIAL FUTURE BUSINESS. VIABILITY OF OIL AND GAS FIELD EQUIPMENT

AS TRADE PROMOTIONAL THEME IN USSR IS INDICATED, INTER ALIA,  
BY FACT THAT FRENCH NATIONAL SHOW ALONG LINES OF OCTOBER  
1973 NEFTEGAZ EXHIBITION WILL BE HELD OCTOBER-NOVEMBER 1975.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** hartledg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 18 JUN 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <18 JUN 2003 by SilvaL0>; APPROVED <26 FEB 2004 by hartledg>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** OIL AND GAS '75 FINAL REPORT  
**TAGS:** BEXP, UR  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006